



consumer news

Office of Consumer Affairs
Executive Office of the President Virginia H. Knauer, Director

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Progress report: cosmetic labeling

Either through voluntary business efforts or government rule, 1973 promises to be the first year that cosmetic products with ingredient labeling will be widely available to consumers.

Since Aug. 11, 1972, a voluntary guideline has been in effect for cosmetic manufacturers who choose to list the ingredients on product packages. Established by the **Food & Drug Administration**, the guideline calls for labeling of cosmetic ingredients in descending order of predominance. (There is an exception for fragrances, flavorings & colorings which can be listed as such.)

Virginia Knauer, Special Assistant to the President for Consumer Affairs, said in a news conference that ingredient labeling of cosmetics is important because some consumers must avoid certain cosmetic ingredients due to allergies or other problems of sensitivity. In endorsing the voluntary guideline, Mrs. Knauer asked the cosmetic industry for a commitment to improved labeling & safety of cosmetic products. **Office of Consumer Affairs**, of which Mrs. Knauer is Director, followed up her news conference by writing & calling major cosmetic companies to ask for their ingredient disclosure plans & a timetable on voluntary labeling of their products.

The results of this follow-up are noteworthy:

- 5 companies—Avon Products Inc., Colgate-Palmolive Co., Helene-Curtis Industries Inc., The Mennen Co. & Max Factor & Co.—have agreed to label the ingredients of their products. Some of these companies are further along in their plans than others. A front-runner is Colgate-Palmolive, which expects to have all its products labeled with the ingredients in the first half of 1973. Another is Avon, which first announced its willingness to disclose ingredients on request last year, starting a competitive movement for labeling by other companies.

- Several other companies—Lanvin-Charles of the Ritz Inc., L'Oreal Lancome, Revlon, Warner Lambert (Du Barry) & Yardley of London Inc.—have expressed a commitment to cosmetic ingredient labeling & are presently working out the details.

- Most of the remaining companies contacted by OCA have indicated that they are waiting to see whether Congress or FDA plans mandatory regulations on ingredient labeling. One company has referred to OCA's efforts as "premature pressure." The Allergy Foundation of America has endorsed the same efforts.

- In response to the publication of the voluntary guideline, the Cosmetic, Toiletry & Fragrance Association (a trade association representing most of the cosmetic industry) began working on a dictionary of labeling terms to standardize ingredient labeling. The final form of the CTFA dictionary is presently being reviewed by experts in industry & government.

Calling the movement toward voluntary ingredient labeling by the cosmetic industry "very encouraging," Mrs. Knauer said at the end of 1972: "The willingness of so many cosmetic companies to label their products with consumer information shows that industry can voluntarily respond to the will of the consumer. These companies, like many companies in other industries, are beginning to realize that more information for consumers can mean more business from consumers."

While the voluntary approach to cosmetic ingredient labeling has begun to get results, 1972 ended with a growing interest in—and public pressure for—required labeling. For example, 3 major medical associations—American Medical Association Committee on Cutaneous Health & Cosmetics, American Medical Women's Association & American Academy of Dermatology—have called for required ingredient labeling of all cosmetic products, including standardization of labeling terms & additional safety measures in the marketing of cosmetic products.

In early 1973, both Congress & FDA may consider the advisability of mandatory labeling of cosmetic ingredients.

Progress report: disclosure of drug prices

Despite laws in a majority of the states that restrict advertising of prescription drugs, several of the largest drug chains have begun to disclose prescription price information to consumers. By one count, 8 states have laws & 21 have regulations that prohibit the advertising of prescription drugs.

A major step toward disclosure of prescription price information was taken in October 1971 when Osco Drugs Inc. began posting the prices of its 100 most frequently prescribed drugs. In November 1971, Phase II regulations went into effect that required drug retailers with annual sales of \$200,000 or more to post certain price information on their 40 best-selling prescription drugs.

Following the lead of Osco Drugs, several of the other large drug chains began taking their own steps to inform the consumer about prescription drug prices. Some of the most important steps include the following:

- Advertisements by the Walgreen Co. urging consumers to call & ask about prescription prices.
- Prominently displayed posters in the stores of the Hook Drug chain (a large chain in Indiana) telling consumers that they can obtain the price of their prescription by submitting a request slip with the prescription. In this case, the prescription is returned unfilled to the consumer with the price noted.
- Law suits filed by several drug chains to try to overturn state restrictions on the advertising of retail prescription drugs. The net effect of this litigation is as yet unknown.
- Statement of the price of a prescription drug is given in every Drug Fair (a New Jersey chain)—whether a request is made for such information—before the prescription is filled. (Drug Fair will also contact doctors to obtain legal permission to use a generic equivalent for a brand name drug where substantial savings to the consumer is involved in the substitution.)

These price & service policies taken to date by drug chain companies have received the support of local consumer groups & Office of Consumer Affairs. A long-time advocate of price disclosures for prescription drugs, Virginia Knauer, Special Assistant to the President for Consumer Affairs, again urged retail pharmacies to experiment in providing drug price & service information to consumers when she spoke last fall before a meeting of the National Association of Chain Drug Stores. According to Mrs. Knauer, "Price is one of the most basic elements on which the consumer makes his buying decisions."

The need for more price information & price competition that is both appropriate & meaningful, Mrs. Knauer said, has caused 2 Federal agencies—Justice Dept. & Health, Education & Welfare Dept.—to support the revision of state restrictions on advertising of prescription drug prices.

Recall report

The following is a summary of Food & Drug Administration's list of products recently recalled. The complete list is available free on a weekly basis from Press Office, Office of the Assistant Commissioner for Public Affairs, Food & Drug Administration, Rockville, MD 20852.

Mann Antiseptic Liquid Soap with Hexachlorophene, G-11, contains 1% hexachlorophene; labeled as Mann Chemical Corp., Louisville, & made by Davies-Young Co., St. Louis.

Reason for recall: Contains more than .75% hexachlorophene.

Procedure: Letter, initiated by FDA, from Mann Chemical Corp. to retailers nationwide.

Medicated Liquid Soap under 2 labels packed in 55, 35, 20, 12 and 6 gallon drums. Both labeled: Not for internal consumption. For Municipal, Professional & Industrial use only. First labeled in part: Del Medic Hexachlorophene Liquid Soap, Del Chemical Corp., Menomonee Falls, WI; Reno; Honolulu. Second labeled in part: Muni Chem Hexa Soap (medicated soap), Hexa Soap contains Hexachlorophene U.S.P., Muni Chem Corp., Sparks, NV; New York; Atlanta; Milwaukee. Made by Frank Miller & Sons, Chicago.

Reason for recall: Contains more than .75% hexachlorophene.

Procedure: Letter, initiated by FDA, from Del Chemical Corp. to municipal, professional & industrial users nationwide.

Fuel & winter warmth

Although the need to conserve all energy resources exists year-round, there is special need in winter to conserve 2 kinds of energy: fuel oil & natural gas. Both fuel oil & natural gas are in short supply in many sections of the country this winter.

Office of Emergency Preparedness, which has been given authority by the President to coordinate the nation's energy conservation program, reports that there could be a serious shortage of fuel oil this winter in the cold area of the East & Midwest. Depending upon the severity of the winter, shortages of natural gas could arise in parts of Arkansas, Mississippi, Alabama, Florida, Texas, Louisiana, Oklahoma, Kansas, Nebraska, Iowa, Tennessee, Kentucky, Pennsylvania, New Jersey, Missouri, Ohio & Michigan. Factory shutdowns are expected in a number of places, & gas hookups to new houses may be restricted.

To alleviate these problems, the President, acting on the recommendations of OEP, recently took steps to increase imports of certain petroleum products.

Office of Consumer Affairs is also active in the effort to conserve energy & is suggesting several ways in which you can conserve fuel oil & natural gas this winter &, at the same time, save on your utility costs:

- Regulate your heating system at the lowest acceptable setting (such as 2 or 3 degrees below the usual setting) & try to maintain a steady temperature level;
- Reduce your use of electricity during the late afternoon & early evening—this will reduce your power company's use of fuel in generating electricity;
- Turn off heat supply in unused rooms;
- Keep draperies, shades & shutters closed, except when needed for light—this will reduce heat loss;
- Improve insulation in attics & around doors & windows;
- Service furnaces regularly (including replacement of filters).

Additional information on saving energy & reducing heating costs is available in *7 Ways to Reduce Fuel Consumption in Household Heating*. This booklet, which was prepared by Office of Consumer Affairs & National Bureau of Standards, is available for 25¢ from **Consumer Product Information**, Washington, DC 20407.

FTC again asks car makers to substantiate claims

Federal Trade Commission has ordered 12 makers of cars to provide documentation to support designated advertising claims that deal with safety, performance, efficiency, quality or prices. FTC said its orders will give it & consumers a chance to compare the quality of such substantiation with the quality of substantiation submitted in response to orders issued to car advertisers in July 1971.

The agency said that in the future its advertising substantiation program will concentrate on major themes of the companies involved rather than specific claims as these current orders do.

Ad substantiation orders were issued last month to the following companies: American Motors Corp., Chrysler Corp., British Leyland Motors Inc., Fiat-Roosevelt Motors Inc., Ford Motor Co., General Motors Corp., Renault Inc., Saab-Scania of America Inc., Subaru of America Inc., Toyota Motor Distributors Inc., Volkswagen of America Inc. & Volvo Inc.

In issuing the orders, FTC said it is not filing complaints against the companies nor is it suggesting that they are guilty of violations of FTC regulations.

New Federal publication

Fighting Sickle Cell Disease (2 articles reprinted from *Children* magazine), published by **Office of Child Development, Children's Bureau**; 15¢; available from **Supt. of Documents, Government Printing Office**, Washington, DC 20402.

HI, AL & MA & PA! OK?

More & more the abbreviations of state names appear only as 2 letters. Most of them are not the old abbreviations you have been used to seeing but are new ones adapted by **Postal Service** for use with ZIP codes. Usually, such abbreviations appear in addresses, especially mailing labels. Some publications, including **CONSUMER NEWS**, use the new symbols instead of the old state abbreviations. Following is a list of states & U.S. possessions with Postal Service abbreviations, which always are to be written as capital letters:

Alabama	AL	Kentucky	KY	Ohio	OH
Alaska	AK	Louisiana	LA	Oklahoma	OK
Arizona	AZ	Maine	ME	Oregon	OR
Arkansas	AR	Maryland	MD	Pennsylvania	PA
California	CA	Massachusetts	MA	Puerto Rico	PR
Canal Zone	CZ	Michigan	MI	Rhode Island	RI
Colorado	CO	Minnesota	MN	South Carolina	SC
Connecticut	CT	Mississippi	MS	South Dakota	SD
Delaware	DE	Missouri	MO	Tennessee	TN
District of Columbia	DC	Montana	MT	Texas	TX
Florida	FL	Nebraska	NE	Utah	UT
Georgia	GA	Nevada	NV	Vermont	VT
Guam	GU	New Hampshire	NH	Virginia	VA
Hawaii	HI	New Jersey	NJ	Virgin Islands	VI
Idaho	ID	New Mexico	NM	Washington	WA
Illinois	IL	New York	NY	West Virginia	WV
Indiana	IN	North Carolina	NC	Wisconsin	WI
Iowa	IA	North Dakota	ND	Wyoming	WY
Kansas	KS				

National ZIP Code Directory is available for \$10 from **Superintendent of Documents**, Government Printing Office, Washington, DC 20402. A separate publication, *Address Abbreviations* (which lists & explains state abbreviations & postal abbreviations for names of some streets, neighborhoods or subdivisions, towns & cities), is being revised. It will be free from U.S. Postal Service, Washington, DC 20260, early in 1973.

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